



Pathé Sun



Vol. 14

April 5, 1930

No. 48

100 PERCENTERS ALL

Old Man Quota Sunk for Count; Western Loggers Lead Nation

MONTGOMERY HAS 353 HAYMAKER

Five divisions over quota.

Thirty-one branch managers topping one hundred per cent.

Two divisions hitting two hundred per cent.

Five branch managers more than tripling their quota.

Twelve branch managers doubling their quota.

The entire Pathé sales organization just short of two hundred per cent.

That is taking the half million. Check and double check.

Enthusiasm, determination, leg work, head work and team work.

That was the tidal wave that sent Old Man Quota down in the mill pond for the count of three.

The boys and girls came through for Phil Reisman and again proved with contracts that they are the greatest sales organization in the business. In the memory of the oldest settler, no contest has ever piled up such percentages. One hundred per cent for some branches was considered only a warm up.

And this accomplishment came pretty well toward the end of a selling season. What they will do with that new product that is beginning to roll in from the Coast is everybody's business.

Final telegraphic standing gives Herb MacIntyre's Western loggers the edge, but only Mr. Pathé can be sure of the chickens before they are hatched.

Harry Graham's Scotch clan had to lower their kilts when the Irish got rough in the closing days of the fray.

Ed McEvoy will not pull down any prize for third place, but Ed and his subway circuit managers are entitled to as much or more credit than any outfit in the Boom.

The Lorchmen battled as only the Lorchmen can battle and Bill Callaway's crew gave away first place only after super selling in the other divisions. It is just as well to forget that there was a fourth and fifth place, for they were all winners.

"Monty" Montgomery's Millers rolled up the amazing percentage of 353.80 to lead the branches, but Lou Elman is so close that you've got to have technical training to figure out the difference in percentage points.

Not until the segregation of sales is made can it be determined what branches win the prizes based on sales of the various classes of product. The leading salesmen of the country and the divisions cannot be announced for some time.

The \$250 award is still a deep, dark mystery.

It behooves every Pathé employee outside the sales



They stick together like the Twin Cities. Herb MacIntyre, former Minneapolis Branch Manager and now Chief of the Western Division, rides the All-Pathé contract raft in the Boom and "Monty" Montgomery, a salesman under Herb at Minneapolis and now Branch Manager at City, brings home the big timber as national champion of the exchanges.

EASTERN DIVISION

Branch	Manager	Percentage
Albany	L. Garvey	318.93
Boston	R. C. Cropper	323.97
New Haven	H. Gibbs	238.19
New York	R. S. Wolff	128.82
Philadelphia	Robert Mohrle	242.21
Pittsburgh	A. Goldsmith	202.32
Washington	C. W. Stombaugh	108.85

CENTRAL DIVISION

Branch	Manager	Percentage
Buffalo	James Reilly	216.72
Cincinnati	J. Jacques	233.14
Cleveland	O. J. Ruby	178.13
Indianapolis	Harry Graham	232.18
St. Louis	W. E. Branson	244.96

SOUTHERN DIVISION

Branch	Manager	Percentage
Atlanta	H. R. Kistler	295.47
Charlotte	R. C. Price	108.08
Dallas	W. E. Callaway	162.51
Memphis	A. M. Avery	116.86
New Orleans	G. C. Brown	104.16
Oklahoma City	C. W. Allen	214.22

MIDWESTERN DIVISION

Branch	Manager	Percentage
Chicago	J. J. Clarke	115.03
Des Moines	Lou Elman	353.26
Detroit	H. Silverberg	155.48
Kansas City	Ray Nolan	184.09
Milwaukee	T. Greenwood	166.05
Minneapolis	M. E. Montgomery	353.80
Omaha	R. S. Ballantyne	279.63

WESTERN DIVISION

Branch	Manager	Percentage
Denver	F. H. Butler	243.80
Los Angeles	J. S. Stout	303.46
Portland	H. L. Percy	116.68
Salt Lake City	A. J. O'Keefe	292.89
San Francisco	M. E. Cory	182.66
Seattle	C. L. Theuerkauf	160.13

force to look over the table on this page and judge for himself the pace he must set to keep up with the procession.

"So we took the million—and the half million."

By the Numbers

Sound News 29

You will go a long way to find a better news reel and then you won't find it.

As they say in the movies, this has everything.

Those who picked up a daily this week must have read about the Irish cabinet crisis. When it's in the headlines it's in the Sound News and at Chicago we see and hear Eamon de Valera talking on the platform of the Fianna Fail party.

And right out of the headlines another world renowned figure—Dr. Eckener, who, at Washington, receives a medal from the National Geographical Society. It's in the air.

Old Boreas opens the machine guns on Chicago and Gene Cour's boys have caught the spectacle of the worst storm in years. And for good measure, the circus coming to town. This is probably the first time a news reel ever caught the peanut grabbers and dry brigade in a howling gale of snow.

San Antonio sends an earful with its donkey show and a little girl owner of one of the Texas jackrabbits is a howl as she describes the pedigree of her mount.

The fireboat flagship of New York, the John Purroy Mitchell, shoots the works from the East river, majestic streams of water reaching up toward the Brooklyn Bridge and the downtown skyscrapers. A thriller.

The King of Denmark at Cannes, France, is on the sidelines watching a battle for the Mediterranean polo cup.

Girls of a Norton, Mass., school do some fancy fencing and then unite to parry against a lone instructor.

Watch the Sound News. Compare it with competitive reels and let your conscience be your guide.

Audio Review No. 15

Have you noticed how those revolving backgrounds heighten your interest like a cannon shot announcing the appearance of a football team as it comes on for the second half?

Dave Oliver escapes uninjured as Japanese actors present an exciting drama at the Booth Theatre, New York. After a few words concerning a fair lady, the players begin to swing what appears to us to be hockey sticks. The party gets rougher and rougher and Dave almost left his camera to dash on the stage and save the heroine. An old Japanese custom that will be appreciated even though not understood.

Ye Olde Newsreel sees Hall and goes him one better.

Terry Ramsaye proves that Pathé News was in the battle five hundred years ago, for in 1321 A.D., we see bold knights jousting in the daytime for Miss France.

Then is solved for all time the question of who really discovered America, for we see Christopher Columbus landing and being received by General Liggett and Admiral Rodney.

Ride 'em, cowboy! Paul Revere rides out of a garage on horseback and rouses the farmers in the roadhouses to action, preparing for the shots to be heard 'round the world, or that part of it that had been discovered.

General George Washington, first in the news reel war, reviews the troops at Valley Forge and poses with Marquis de Lafayette. An exclusive.

The Twentieth Century Limited of the Nineteenth Century steams out of New York. Time 1831.

Out of the film archives has come the memorable debate at Galesburg, Ill., between Abe Lincoln and Steve Douglass. This forensic engagement was held in 1858.

Two years later the News cameramen were present when the pony express busted all records for fast transportation from St. Joseph, Mo., to the West Coast. Pathé News prints are shown being put in a saddle pack for even faster transportation to first-run houses in California.

Put this Audio Review down as one of the ten best pictures of the year.

Always Growing

There is a plant in Ray Hall's office that seems to have grown a little every time we swing round that way. Miss Walters, Mr. Hall's secretary, calls it a dracaena plant. Mr. Hall calls it Pathé News because no matter what happens it's always growing.

Hats Off to Salt Lake City Branch; Crew Brings Home Beautiful Trophy



From left to right—Alfred T. Mabey, Booker; E. S. Winward, Ass't Branch Manager; Lois Jensen, Ass't Cashier; Margaret Patrick, Ass't Sec'y., Salt Lake City Film Board of Trade; G. H. Allen, Branch Cashier; Alfred B. Seal, Accessory Sales; Irene Wilson, Biller; Branch Manager Al O'Keefe; Lt. H. S. Theobold, Salt Lake City Fire Department; Chief Walter S. Knight; Eva Whittle, Mgr.'s and Bookers' Stenographer; Gladys Ilingworth, Sales Control Clerk; Ruth Taylor, Inspector; Ruby Olsen, Inspector; Carmen Pitkin, Inspector; Perry B. Brown, Shipping Clerk; D. T. Lane, Sec'y., S. L. C. Film Board of Trade.

Photograph of the ceremonies which took place at our Salt Lake City Exchange when Chief Knight of the Salt Lake City Fire Department presented to Pathé's local manager, Mr. A. J. O'Keefe, the Conservation Trophy for Good Housekeeping, offered by the Hays Organization for the best Exchange in the United States.

There were other formalities arranged for by the local Secretary of the Film Board of Trade.

On behalf of the Home Office the Sun extends congratulations to Al O'Keefe and to each and every member of the Branch personnel responsible for winning the trophy. The competition was as keen as they come and there was only one Exchange out of a thousand that could win.

"Mr. E. S. Winward, Office Manager, is responsible in a large degree for our success," says Mr. O'Keefe. "Naturally without the full cooperation of everyone in the Branch, his efforts would have been in vain, but this co-operation has always been most cheerfully given."

After looking carefully over this crew, we cheerfully admit it's hard to keep an eye on the trophy. Again, congratulations. Congratulations also to Al on the new "Send Phil the Bill" suit.

Pathé Comedies in Class by Themselves

(Letter from Henry Sparks, Grand Theatre, Cooper, Tex.)

The comedy you sent me was a knockout. It was different and what I term classy. I'm frank to admit that Pathé comedies I have used are in a class by themselves.

So I'll tell you what I'm going to do. I want you to start them regularly beginning Friday, Saturday, March 28-29, and every other Friday and Saturday thereafter until further notice.

In order to do this I'm paying for a one reel act and shelving it.

More Comment on Comedy Than Feature

(Letter from L. E. Gorling, Corapolis, Pa.)

Never in the history of this theatre have I had the pleasure of showing patrons of Corapolis a finer comedy than "Rubieville." All my patrons have without exception spoken most highly of the wonderful comedy. More comment has been heard about the comedy than the feature. As we are showing "Chasing Rainbows," which, you will agree, is a good picture, then, for the people to talk about the comedy is certainly SOMETHING.

Educational Films At School Meeting

Pathé educational films were shown at the annual Convention of Junior High School principals and superintendents, held at the New York University, resulting in many valuable contacts. 16 mm. and 35 mm. films were run alternately on portable projectors with a daylight screen. Although there was considerable light in the hall, none of the exhibitors used shadow boxes and perfect visibility was secured. The excellent photography of modern films together with the lightness and the ease of operating 16 mm. projectors have entirely eliminated the problem of showing films in the class room.

The sound version of "Earthquakes" was run by RCA Portable Photophone during the Convention.

The Spring Tonic

Two correspondents, Fern Emmert, Detroit, and Seline Martin, Charlotte, relay letters from exhibitors who agree with Stan Jacques that "The Grand Parade" is one grand spring tonic.

From W. H. Arthur, Garden Theatre, Marshall, Mich.—

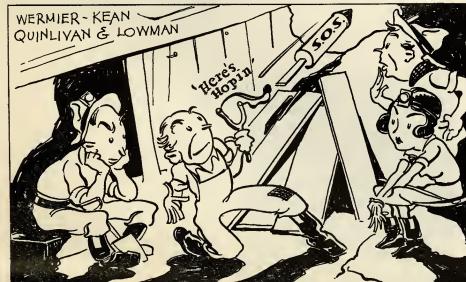
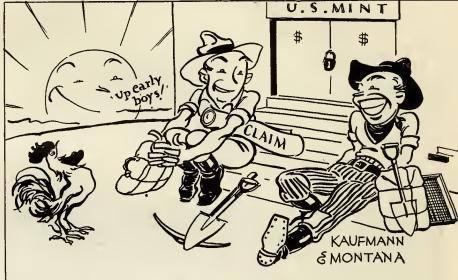
"I opened with THE GRAND PARADE and not only is it a great picture but the best imaginable to show off a new sound equipment."

From Mr. Paul of the Sea Breeze Theatre, Beaufort, S. C.—

"The Grand Parade" is a wonderful picture. It pleased everybody. Some exchanges would call it a road show and it is really better than some. This is the kind that keeps both the exchange and exhibitor in business. Many thanks."

Who said it was in the air!

Kaufmann and Montana Again Lead; New Rush to Gold Bearing Districts



Hank Kaufmann, rough and ready Des Moines prospector, and J. Montana, the Broadway gold digger, were again far afled in the dash to the ore bearing districts. Hank was assaying at the remarkable figure of \$131.29 and Montana panned the gravel for \$3.25.

The national results show that time out was taken in a number of sectors, with assays considerably off color.

Ed Ballentine, after looking over the tables, said it was evident from the wide open spaces between the leaders and runners-up that many of the trail blazers were getting a second wind.

Ed is in high hopes that the claim stakers are again in good physical shape for the strenuous going in the last three weeks in the quartz zone.

The Home Office geological specialist expects a new rush this week that will bring the assays up to a more formidable percentage.

Miner Ferrand, Omaha, was the biggest threat to Hank, with a dili-

gent search keeping him second on the Bookers' trail. Laws, of Cincinnati, mushed up from 5 to 3, with Dale, Minneapolis, dropping back from 3 to 8 with his wigwam. Heninger, Portland, rallied from 7 to 5, with Lucky Baldwin, Milwaukee, discovering a new workable placer that sent him from 10 to 6. Duffy, New Orleans, weakened and fell away from the front lines, 4 to 10.

Canelli, New Haven, crashed along the open trail from 26 to 9. Nick Humm and Dorothy Wright, Indianapolis, featured with a night march. Nick cut loose from 18 to 4 and Dorothy went by the sleeping camps from 28 to 7.

The warwhoop of the feminine clan sounded in the silly and starlight night on the Cashiers' trail. Miss Cooper, Detroit, took the 5-2 route; Miss Sievers, New Orleans, 4-3; Miss Davis, Kansas City, 8 to 4. Kittinger, Washington, moved nearer the mint, with a 7-5 spurt. Cowhig, Cleveland, startled the veterans with a hop from 12 to 6.

Gold Rush Extension—2nd Week Ending March 28th—3 to Go

BOOKERS

Branch	Booker	Percentage	Branch	Cashier	Increase of %	Decrease of %
1. Des Moines	H. A. Kaufmann	131.29	1. New York	J. Montana	.325	
2. Omaha	T. Ferrand	96.76	2. Detroit	Miss G. Cooper	.57	
3. Cincinnati	R. O. Laws	95.63	3. New Orleans	Miss Julia Sievers	.33	
4. Indianapolis	N. H. Quinlivan	92.51	4. Portland	N. E. Kittinger	.49	
5. Pittsburgh	R. H. Heninger	88.50	5. Washington	D. B. Cowhig	.39	
6. Milwaukee	R. J. Baldwin	87.60	6. Cleveland	Miss D. Wright	.38	
7. Albany	R. Struve	87.50	7. Indianapolis	J. E. White	.31	
8. Minneapolis	H. S. Dale	86.54	8. Milwaukee	Miss E. Escher	.30	
9. New Haven	W. Canelli	85.60	9. Los Angeles	Harry M. Ludwig	.26	
10. New Orleans	J. Duffy	82.99	10. San Francisco	Miss M. Jeffries	.25	
11. Memphis	N. T. Powers	78.17	11. Atlanta	G. H. Allen	.19	
12. Pittsburgh	W. Gruner	78.06	12. Salt Lake City	R. D. Wilkinson	.09	
13. Cleveland	A. F. Brauenig	77.46	13. Charlotte	M. C. Caville	.08	
14. New York	Miss K. Esposito	77.45	14. Oklahoma City	Miss Rose M. Browder	.04	
15. Denver	J. L. Anderson	73.20	15. Des Moines	James Stapleton	.01	
16. Oklahoma City	W. R. Pittenger	72.67	16. Portland	Miss Mayme Smith		
17. Washington	H. F. Marshall	71.98	17. Dallas	*Miss M. Soran		.02
18. Seattle	M. Carney	71.72	18. Denver	*W. G. Taylor		.02
19. Atlanta	F. L. Stowe	71.23	19. Memphis	Mrs. L. Kelgard	.10	
20. Salt Lake City	E. S. Winward	71.00	21. Chicago	Miss E. Benson	.17	
21. Kansas City	James Lewis	70.43	22. Albany	*Miss W. Wenzel	.30	
22. Buffalo	A. Teschmacher	68.94	23. Minneapolis	D. W. Miller	.30	
23. San Francisco	H. M. Hollandsworth	67.76	24. Seattle	H. E. Starles		
24. Detroit	E. D. Loye	65.45	25. Oklahoma City	Mrs. Nell Marsh	.36	
25. Boston	V. W. Vining	62.44	26. Cincinnati	T. F. Holden	.58	
26. St. Louis	R. G. Mortensen	61.83	27. New Haven	Miss A. Danzillo	.63	
27. Charlotte	R. S. Beacham	57.22	28. Philadelphia	T. H. Lark	.81	
28. Chicago	W. R. Drake	57.13	29. Buffalo	C. Ross	.94	
29. Los Angeles	M. Hossfeld	56.78	30. Pittsburgh	Miss Kathryn Kean	1.07	
30. Philadelphia	W. J. Quinlivan	56.56	31. St. Louis	H. P. Wermeier		
31. Dallas	Ralph F. Lowman	54.65				

*Tied.

AS USUAL, AUDIO REVIEW PLAYS FIRST FIDDLE—\$500,000 WORTH

By Joseph O'Sullivan

A half million dollars worth of fiddles is a lot of fiddles in any language. But a half-million in Cremona violins and violincellos does not begin to approximate the value of the instruments of Stradivarius, Guarnerius, Amati, Goffriller, Bergonzi, and other old Italian master craftsmen of more than two hundred years ago, still extant.

However, \$500,000 worth of wood and catgut is not to be despised. It represents, in money terms, the worth of ten rare old violins and six equally rare old violincellos which are demonstrated in a Pathé Audio Review subject.



J. C. Freeman, curator of the collection, and cellos valued at six figures. They represent the most expensive scenery ever juggled by Tommy Hogan.

These instruments are the gems of the collection owned by the Wurlitzer Company of New York, through whose cooperation the Audio Review was enabled to present them, visually and tonally, on the audible screen.

Terry Ramsay, Editor in Chief of Audio Review, is responsible for this significant demonstration of the work of the old Cremona craftsmen. Having accepted the responsibility of recording for posterity the exquisite voices that have thrilled the world for more than two centuries when evoked by such virtuosi as Paganini, Wilhelmj, Vieuxtemps, Ysaye, Kreisler, Heifetz, and other masters, the mentor of the Audio Review took extraordinary precautions to guard against loss of, or injury to, these precious instruments.

An insurance policy of \$500,000 was taken out by Pathé on the collection of violins and cellos. They were then put in an armored car which, accompanied by a guard of six armed men on motorcycles, proceeded from the Wurlitzer headquarters in New York City to the Audio Review Studio in Long Island City.

There the Curator of the collection, Mr. J. C. Freeman, took his stand before the "mike," surrounded by the masterpieces

of Amati, Stradivarius, Guarnerius, Bergonzi, Goffriller, Guadagnini, and told the romantic story of their origin and cited the famous violinists of the past two centuries who had thrilled the world with their performances on the finest handicraft of the old Cremona artisans.

An audible demonstration of the tonal quality of the instruments was given by Benno Rabinof, violinist, and Naoum Ben-

ditzky, violincellist, the former playing the old Londonderry Air arranged by Fritz Kreisler, and the latter Schumann's Trauermerei.

If Antonius Stradivarius, that strange genius of Cremona, Italy, who labored so fruitfully from his youth to the mature age of ninety-three in order that the world might be the richer in tonality, could have returned for a terrestrial visit from the Valhalla of Musical Gods, and drifted into the Audio Review studio, it is safe to say that the Old Master would have taken an intense interest in the process whereby the voices of his children were being recorded—flawlessly and for the public of future generations to enjoy—on photofilm.

As Mr. Rabinof played on the Stradivarius violin known as "The Danca," a perfect example of one of the best years



Benditzky playing Schumann's TRAUERMEREI on a Matteo Goffriller, violin cello. You can pick one like this up—and when you do, be careful—for a mere \$18,000.

now worth \$18,000—or approximately 400,000 Italian lire at the present rate of exchange!

As neither Tony Stradivarius nor Mat Goffriller put in an appearance at this memorable event, Tom Hogan of Audio Review staff conducted the proceedings on his own hook, and the result will be heard and seen in a forthcoming issue of Pathé Audio Review.

A cool \$500,000 worth of rare old violins will be seen and heard in this subject—which is a lot of fiddles—and money—in any language.



Rabinof playing on a Stradivarius the purchase of which we advise to be on the installment plan. Total payment \$45,000.

of Stradivari's life, old Tony would have marvelled as much at the tremendous increase in value of his handiwork as he undoubtedly would at the miracle of twentieth century sound on film. Today that old violin of Tony's is worth no less than \$45,000, or 1,000,000 lire in Italian money!

If Matteo Goffriller, second only to Stradivarius as the best maker of violincellos among the Italian craftsmen of the eighteenth century, could have accompanied the Sage of Cremona in his earthly peregrination to the sound studio and heard Mr. Benditzky record Schumann's Trauermerei before the "mike," Mat would be as awestruck as Tony himself. Mat would also ponder over the fact that the cello he sold for a few hundred lire was



Mr. Freeman displaying "The Swan." It would take Babe Ruth's earning power for practically the entire season to add this one to his souvenir collection. Value \$75,000.

New Method of Handling Story Material Evolved by Mr. Derr

Not only has Pathé built up its story department by signing more than a score of recognized screen writers and playwrights to prepare the thirty special features on its new program, but an entirely new method of handling all story material has been evolved by E. B. Derr, executive vice president in charge of production.

By a series of carefully planned and thoroughly executed preparatory steps, the story is turned into scenario form so that when the director finally okay's it for production, he will have the assurance that he need have no worry over changes, eliminations or additions to his script and may film it exactly as it is written.

The story or play is first turned over to an experienced narrative writer who prepares a treatment of it in approximately 2000 words. This tells the story in chronological order, at the same time carefully accentuating its highlights. This treatment is turned over to a playwright and a

motion picture scenario writer who work together in preparing the scenario.

When they are satisfied with their job, the director and the narrative writer are called in and the four work out a script which must entirely satisfy the director. The latter is thus expected to make any changes before he starts production and not afterwards.

This scenario is then turned over to an expert motion picture technician whose job it is to see that the picture will not run too long or too short and that no scene or bit of action is impossible to film as it is written.

As a concluding step, the completed scenario goes to Eugene Walter, Pathé's dialogue editor, who is the final authority on all scripts.

Another unique step employed by Pathé in bringing its stories to the screen is seen in the system of having the playwright work on the set with the director through the entire production, from the good old-fashioned play-reading before actual filming starts to the final editing.

Two-Color 12-Page Press Book

Combining beauty, color, utility and real service to picture showmen, the press sheet prepared for the exploitation of Pathé's dramatic circus production, "Swing High," is one of the largest and nastiest ever compiled on any picture since the inauguration of the era of dialogue and sound. The press sheet is of twelve pages newspaper size, in red, blue, green and white and with its various features compiled under the direction of G. R. O'Neill by Charles K. Ulrich, Manny Lee of the Advertising Department and Ted Jaediker, chief of the Art Department, and a corps of capable assistants. It is ornate, tasty and artistic throughout.

The front cover is in red, blue, white and black and aside from a female swinging from a trapeze and a "V" shaped circus parade scene, it bears only the title, "Swing High." The back cover, with a similar color scheme, displays two 24-sheets, a 6-sheet and other finely executed posters with titles and figures in white on a blue background. Pictures of the sixteen stage and screen notables comprising the cast of "Swing High," on a beautiful crimson background, under the title, "16 Sparkling Satellites of the Stage and Screen in a Monumental Musical Orgy of Circus Life and Thrills," are strikingly displayed on the inside front cover. Other posters and features are smashingly displayed in color on the inside back cover.

The eight inside pages are embellished with sidestrips, full column length, neatly drawn in circus design appropriate to the theme of the picture, and many of the headlines are in color. Aside from its utility in supplying publicity and illustrated exploitation material of genuine service to showmen, it is a serviceable sales manual for salesmen in that the big features of the production are strikingly displayed. There is a wealth of suitably headed publicity stories, striking catchlines, newspaper reviews, practical exploitation suggestions, advertising and scene cuts of all sizes in vast variety, cartoons and valuable information for showmen, designed to aid them in their exploitation of the picture.

Every picture showman who obtains a copy of this exceptionally fine press sheet will readily admit that "Swing High" bears all the earmarks of being not only a work of art but a real money-maker as well. It is a love romance of two circus folk in 1875, and aside from its dramatic interest as a story directed by Joseph Santley under the supervision of E. B. Derr, it has every element that goes for genuine screen entertainment. The press sheet emphasizes these various points to the full, and it should be another feather in the caps of Messrs. Ulrich, Lee and Jaediker, its sponsors.

The book will go to the presses of the Western Newspaper Union next week.

A Wide Diversity in April Comedies

A wide diversity of screen humor is offered in the Western, Mystery, Dialect and Revival comedies for April release. Headlining in this array of fun and tunes are Al Shean, Si Wills, Bob Carney, Evelyn Knapp, Harry McNaughton, George McKay, Lester Dorr, Omar Clover, while Eddie Elkins and his orchestra provides most of the music and several dancing troupes supply the famous Pathé Pretylement.

The Pathé April comedies and release dates are: "A Perfect Match," April 6; "Ride 'Em Cowboy," April 13; "Sixteen Sweeties," April 20; "Chills and Fever," April 27.

"A Perfect Match," a dialect comedy released April 6, which features Paul Baron, George Maynard, Lester Dorr and Clara Langendorf, was written by W. M. Lewis and Joe Young and directed and produced by George LeMaire. The story relates the marriage of a nervy bridegroom who, although he has never worked a day in his life, borrows his friend's apartment and holds the celebration there. The various guests toast the young couple and otherwise entertain, but when the truth comes out that hubby is jobless, the new wife ups and leaves him flat.

"Ride 'Em Cowboy," a Western comedy, released April 13, which features Thelma White, Lester Dorr, Bobby Carney, Omar Clover and Eddie Elkins and Orchestra was written by Luther Yanits and directed by Arch B. Heath. The story relates the adventures of a tenderfoot who goes to a ranch for his health. He enters a broncho busting contest, the winner of which will be made superintendent of the ranch. The more provocative than the prize is the promise that the beautiful daughter of the ranch owner will marry the champion rider. The girl takes a shine to the tenderfoot and even though the villain is the better rider she broadcasts the riding event giving all honors to the tenderfoot, but he spills the beans shortly after by dragging in the saddle and complaining that he can't even get it on the broncho.

Does It Again!

What further recommendation could anyone ask for on a short subject than playing time of 158 days that Bob Wolff secured from the Loew Circuit on "Dear Old School Days"? Phenomenal! Colossal! An achievement!

And no less than following the Broadway run at the Globe Theatre on the same Fable, week of March 28th.

C H E C K A N D D O U B L E C H E C K !!

And what do you think of this—two comedies in the Colony Theatre on the same bill, week of March 28th—"Darktown Follies" and "Love, Honor and Oh! Baby!"

C H E C K A N D D O U B L E C H E C K !! What a proposition!

—THE SCOUT

"Sixteen Sweeties," a revivial comedy released April 20 which features Thelma White, Bob Carney, Si Wills, Harry McNaughton, popular Broadwaywise, was written by George Maynard and Eddie Elkins and his Orchestra provide the music.

"Chills and Fever," a mystery comedy released April 27 which features Al Shean and Evelyn Knapp, was written and directed by Arch B. Heath. An amateur theatrical society takes refuge in a deserted hunting lodge to carry on rehearsals for a musical comedy production. While they are rehearsing, an old couple arrives of one of the troupe, also take refuge in the lodge when their car breaks down in the rain. Their nice upon recognizing them persuades the others to go through the play in such a way that the old couple think the house is haunted. But they reveal their identity before things go too far.

**25,000 Retailers Reached by Pathé Tie-Up
on Branko Acrobat Toy for "Swing High"**



An international merchandizing tie-up on "Swing High" whereby a special Branko mechanical "Swing High" acrobat is being manufactured by the Katagari Corporation will reach some twenty-five thousand retail stores including such nationally known institutions as John Wanamaker's, Gimbel's, B. Altman and Company, Marshall Field and Company, Sears, Roebuck, etc., in the larger cities, and the big chain organizations such as Schulte-United Stores, F. & W. Grand, etc., and department, novelty and drug stores in every city where there is a theatre.

Through this tie-up on the acrobatic toy which features a doll on a swinging trapeze simulating the thrill moment of the talkie, exhibitors are assured of intensive exploitation including window displays, streamers, special boxes, snipes and stickers all carrying the slogan—"Swing High With Branko." The window display material also includes special circus scenes still featuring the names of the entire stellar cast.

All details of the tie-up and its local application is amply covered in the Pathé press book on the circus picture.

Joe Rivkin, the big authority on toys, has worked hard to put over this far-reaching exploitation tie-up and every branch should swing into line in getting great results.

The Branko "Swing High" acrobat has been shipped to the exchanges and with the new boxes and covers arranged for, exhibitors are going to be interested in talking business on "Swing High." THIS IS A REAL TOY-UP.

Golf and Hunting

Following the thrilling Sportlight, "Spills and Thrills," which has to do with onboard racing off the Florida coast, an unusual picture of quail and turkey hunting titled "Crack Hunters" and a golf picture titled "Fairway Golfers" will be the next Granland Rio Sportlights.

In the latter picture theatre-goers will have the treat of seeing Alex Morrison, Glenra Colett and Bob Farrell in action and will hear and see the ever humorous Rubie Goldberg playing and talking his golf.

The Giant Killer



Marvelous Book

Branch Manager Ray Nolan, Kansas City, has written to Phil Reinemann, the Comedy Announcement. He says—

"Please let me express our hearty congratulations on the preparation of the marvelous Group 2 comedy announcement."

"The salesmen who couldn't sell Group 2 using this book would have to be tongue-tied."

In Monday morning's fan mail, a photo of Jack Raper, the Des Moines giant killer. Jack is a newcomer to Pathé ranks but he started right by landing in the big money on the Strafe, third place. When he does get going, he's key!

Los Angeles Proud of Comedy Announcement; Booker Baker Makes a Unique Window Display

By LUCILLE COOPER

Our Comedy Booker, Mr. Carl Bryant, has just decorated our front windows, utilizing the new Comedy Campaign Book in a very effective manner by using black and red crepe paper as a floor covering and background and also covered 22x28 frames, using the same color scheme as a background with one of the comedy books placed diagonally in the center. In the smaller window there is a display on Pathé shorts, a large card showing a series of short scenes from "The Grand Parade." Sportlights, etc., and the color scheme in this window is green. On the floor of the window is arranged a deck of cards, various sizes and types of dice (some showing evidence of previous hard usage), also a put and take top, a rabbit's foot and various other trinkets. In this window is also placed two cards warning the exhibitor not to trust to "Lady Luck" but to bet on a sure thing. One card reads, "DON'T GAMBLE—USE PATHÉ SHORTS," and the other, "CINCH BET—PATHÉ SHORTS."

These windows have caused quite a commotion on the row, aided by the fact that in the basement is placed a non-synchronizing machine upon which a laughing record is played at intervals and the sound emitted through an iron grille under the window.

Not only have many exhibitors complimented Mr. Bryant on his window but many of the competitive organizations are endeavoring to imitate the display.

"This Thing Called Love"

The Orpheum was quite fortunate in booking "This Thing Called Love" for the week's screen attraction. It is one of those quiet sort of films that goes its way without up roar or theme song, and which ends sensibly, leaving a pleasant memory with an audience.

MEMPHIS EVENING APPEAL

"The Grand Parade"

Seldom have the sister arts of drama and music been so successfully blended together in a motion picture as in "The Grand Parade," which vividly recalls those minstrel days that are gone but not forgotten. As a drama alone, "The Grand Parade" would be effective.

CINCINNATI ENQUIRER

As a minstrel show "The Grand Parade" is all that could be desired. It has tingling tunes, mirth and humor, and a chorus of male voices that seldom has been surpassed in audible pictures. But it is something more than a minstrel show; it is tense, gripping drama which germinates among the glamorous settings of old-time minstrelsy. So compelling is its action that it almost makes one forget the melodious tunes and merry jingles of the minstrels.

CINCINNATI TIMES-STAR

"Officer O'Brien"

The picture is unusually interesting and its drama well set forth.

GENEVIEVE HARRIS IN
CHICAGO EVENING POST

An effective thriller, with a nice blend of the elements that make for popular appeal.

SEATTLE POST INTELLIGENCE

Provides suspense, thrills, and tugs at the heart. Also, it is well acted.

SEATTLE TIMES

Bill Boyd appears to better advantage in "Officer O'Brien" which is a vivid and mellow melodrama.

PORLAND MORNING OREGONIAN

"Rich People"

(Three stars) Constance Bennett proves herself again a most capable and lovely actress. Regis Toomey is very real as Jeff. Nevertheless, it was pretty hard to pick him for the winner. I really like Robert Ames, who plays the rich suitor, a little too well, I guess. There's a very amusing brideless wedding here. And a lot of champagne.

DORIS ARDEN IN CHICAGO ILLUSTRATED TIMES

A very nice picture, indeed, with many laughs, much good acting, and much intelligent direction.

CLARK RODENBACH IN CHICAGO DAILY NEWS

Connie Bennett is one of the talking screen's most delightful ornaments. Without being really pretty, she is so fascinating and smart that she makes merely sweet and beautiful young things seem overblown. And she wears clothes as nobody, even Gloria Swanson, ever has before.... This is smart fare, brilliantly acted and lavishly set.

CAROL FRINK IN CHICAGO HERALD AND EXAMINER

It's the kind of picture that sends one home happy, to dream pleasant dreams of gay romance.... What a treat it is to find a favorite of the silent screen who can step out of retirement into the hearts of her public once more, and that in a medium brought to its present state of perfection since that public knew her. This beautiful daughter of the stage favorite, Richard Bennett, and sister of the equally liked film beauty, Joan, has a delightful voice and a personality that wins one instantly.

OREGON JOURNAL, PORTLAND

Solid Pathé

STATE THEATRE
Program for Week of March 21st.

MONDAY and TUESDAY
EDIE QUILLAN—SALLY O'NEILL
—IN—
"THE SOPHOMORE"
The Greatest College Picture Ever Filmed.
All Talking

WEDNESDAY and THURSDAY
OH YEAH!
All Talking Rafford Drama

FRIDAY—SATURDAY
WILLIAM BOYD
—IN—
"HIS FIRST COMMAND"
All Talking All Thrilling
Colorful Military Love Romance

MIDNIGHT SHOW SATURDAY 10 P. M.
EDMOND LOWE, Star of the Cock Eyed
World, and CONSTANCE BENNETT
"THIS THING CALLED LOVE"
All Talking, Singing, Love Romance

An idea of the distribution Guy Brown, New Orleans Branch Manager, is getting from the State Theatre, Bogalusa, La., Solid Pathé for the week of March 24th. This theatre is also using two issues of the News, the Audio Review, two-reel comedies and Mr. Brown has just closed for Fables.

For Mother's Day From FILM DAILY

For Mother's Day programs, during the first week in May, Van Beuren has produced for Pathé release "Songs of Mother," containing five songs that are appropriate for the occasion. Pathé Audio Review No. 11 has a unit, "Home Sweet Home," also well suited to Mother's Day bills.

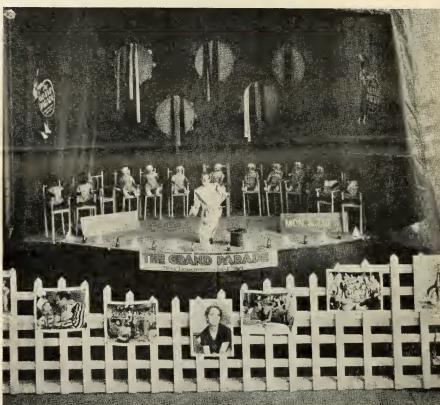
Western Melodrama In Cartoon Form

The Aesop Fables crew under the leadership of John Foster are working day and night with an augmented staff of animators, cartoonists, and story writers and musicians to complete the production of an old-time western melodramatic thriller, which is to be shown immediately upon completion in one of the leading Broadway first-run theatres.

The story, which is an adaptation of a famous western super production, will have its full quota of badmen, cowboys, and Indians, including a scene in "Last Chance" saloon, with its dancing girls and gamblers in full swing. The cabaret scene is said to be the biggest thing in the way of animated cartoon production yet attempted and is made possible only by the new patented process of synchronization. It permits comedy effects, singing and dialogue to be added to the pictorial action with any number of characters at the same time.

"Western Whooper" is the title and it promises to be all of that!

Minstrel Stage Setting Exploits "Grand Parade"



A great deal of attention has been attracted by the clever little stage setting for a minstrel performance that appeared in the lobby of the Majestic Theatre, Burlington, Vt., in connection with the showing of "The Grand Parade."

On the miniature stage Christmas tree lights formed the footlights and blue and orange striped cambric was used for the scenery. In the minstrel circle on the doll chairs were seated twelve minstrel dolls, attired in characteristic costumes, with the stove pipe hats associated with real minstrels.

Telling All the People All the Time



The Smoot Amusement Company, owners of the Lincoln Theatre, Parkersburg, Pa., tells all the people all the time and above is a sample of the manner in which they got behind "The Grand Parade."



Vagabond Adventure Series

Stills that picture the thrills of the far places as brought to the screen in the sensational Pathé-Van Beuren one-reel features.



"The Golden Pagoda"—Interior view of the small Shrines surrounding the great Golden Pagoda, the Soi Dagon in Rangoon, Burma.

"The Golden Pagoda" Opens at Seattle

A telegram from Branch Manager C. L. Theuerkauf to Phil Reisman—

GOLDEN PAGODA FIRST ONE VAGABOND SERIES OPENED FOX FIFTH AVENUE THEATRE SEATTLE THURSDAY IT POSITIVELY RECEIVING UNANIMOUS APPROVAL AT EVERY PERFORMANCE AT END OF REEL SPONTANEOUS APPLAUSE EVERY SHOW IF BALANCE EQUALLY AS GOOD SHOULD BE MOST SUCCESSFUL SINGLE REEL SERIALS EVER PRODUCED.

"Streets of Mystery" Previewed at Los Angeles

And from Jesse J. Goldberg, now at Los Angeles, to Phil Reisman—

JUST PREVIEWED STREETS OF MYSTERY SECOND VAGABOND ADVENTURE PICTURE STOP AUDIENCE REACTION TREMENDOUS STOP PRODUCTION IS THE MOST INTERESTING REEL EVER MADE WITH SOUND AND EXCEEDS THE HIGH STANDARD ALREADY SET BY THE GOLDEN PAGODA STOP STARTED SHOOTING THIRD SUBJECT THE GLACIER'S SECRET STOP AFTER SAYING OUT PRODUCTION PLANS FOR THE FIRST THIRTEEN RELEASES AND SCREENING THE MATERIAL INDICATE THAT THIS NEW SERIES WILL MAINTAIN PATHÉ'S REPUTATION AS THE HOUSE OF HITS.



Many of the inhabitants of this floating city of the Far East never set foot on land. Here Tom Terris had one of his most thrilling adventures.



"The Golden Pagoda"—The public laundry of Rangoon, Burma. The ladies do most of the work while papa plays. They wet the clothes, slap them down on the cement. The force of the blow splashes water and dirt in all directions.



A way from riot and revolution in a peaceful village of India. The cows are turning a grain grinding machine.



"The Glacier's Secret"—The crew watching Tom Terris making one of his high climbs in the Alps of the South Pole, on the great Tasman Glacier.



The strange devil box of the white man was a thing of never ending interest to the natives of the different countries in which Tom Terris met with adventure. This is a village along the Ganges.



The poor being fed by the rich. His Highness Maharaja Scindia in charge of the distribution of food to 28,000, all classes of Maharatras.

Titles of First 13

"THE GOLDEN PAGODA"
(locale India)

"STREETS OF MYSTERY"
(locale India)

"THE GLACIER'S SECRET"
(locale South Pole)

"THE LAIR OF CHANG-OW"
(locale China)

"THE CAT GODDESS"
(locale Anghor)

"SACRED FIRES"
(locale Benares)

"VALLEY OF THE KINGS"
(locale Egypt)

"SATAN'S PIT"
(locale Volcanos of White Islands)

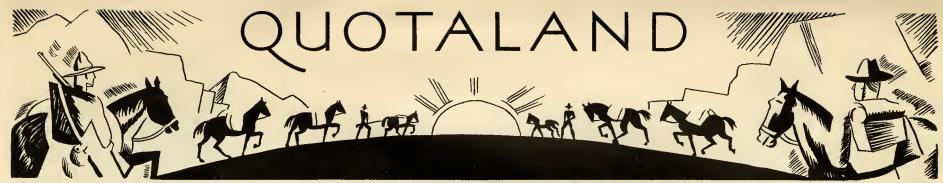
"JUNGLE FURY"
(locale Rangoon)

"THE LOTUS DREAM"
(locale Hong Kong)

"LOVE THAT KILLS"
(locale Malay Forest)

"DRUMS OF DESIRE"
(locale New Guinea)

"THE FORBIDDEN SHRINE"
(locale Arabia)



Branch Standing—Film-Accessory Billings to Quota—Week Ending March 28, 1930

The CONQUERER

1. Eastern	E. L. McEvoy	43.6
Standing Branch	Per Cent	
2. Western	J. H. MacIntyre	42.7
3. Midwestern	H. S. Lorch	39.4
4. Central	H. D. Graham	38.7

The FEARLESS FOUR

Standing Branch	Manager	Per Cent
1. San Francisco	L. R. Smith	53.9
2. Philadelphia	J. Salerni	53.1
3. Washington	M. A. Whittington	51.4
4. Des Moines	M. Burchhalter	49.6
5. Southern	W. E. Callaway	38.2

The PIONEERS

5. Boston	Max Magovsky	48.3
6. Oklahoma City	W. Richardson	46.2
7. Omaha	H. Gossick	46.0
8. Seattle	A. Rorstrom	45.0
9. Milwaukee	C. Wellnitz	43.6
10. Salt Lake City	A. B. Seal	43.3
11. Kansas City	S. T. Black	43.2
12. Detroit	S. Howe	41.5
13. Cincinnati	J. McDonald	41.1

The SHAKIES

14. Albany	S. Abramson	39.5
15. Indianapolis	P. Cassell	39.3
16. Memphis	L. B. Miller	39.2
17. New Orleans	C. Moldon	39.1
18. Buffalo	J. Rabach	38.8
19. Pittsburgh	J. Weyrauch	38.6
20. Denver	G. Orr	38.4

TENDERFOOTS

Standing Branch	Accessory Salesman	Per Cent
21. Cleveland	Edna Tiff	38.2
22. Atlanta	H. S. Godfrey	38.2
23. Los Angeles	H. S. Edwards	37.7
24. Portland	J. Griffith	37.4
25. New Haven	Neil Shay	35.9
26. Dallas	E. Cook	35.6
27. Minneapolis	B. E. Cuffel	35.3
28. St. Louis	C. J. Passek	34.3
29. New York	J. Katzoff	33.0

The TIMID TWO

30. Charlotte	J. C. Sweat	32.5
31. Chicago	G. Pratt	28.7

The BULLDOGS

Standing Division	Manager	Per Cent
1. Western	J. H. MacIntyre	65.0
2. Eastern	E. L. McEvoy	61.3
3. Midwestern	H. S. Lorch	60.9
4. Central	H. D. Graham	58.9
5. Southern	W. E. Callaway	56.9

Salesmen's Standing—Film Accessory Billings to Quota

The TRAIL BLAZER

Standing Salesman	Block	Branch	Per Cent
1. N. Sandler	B.	Des Moines	84.3

The ADVANCE GUARD

Standing Salesman	Block	Branch	Per Cent
2. J. Raper	A.	Des Moines	82.1
3. W. A. Crank	C.	Seattle	81.5
4. S. R. Chapman	D.	Milwaukee	81.1
5. N. Ehrlich	D.	Pittsburgh	79.9
6. G. C. Thompson	D.	Philadelphia	78.6
7. E. Gingzburg	C.	Philadelphia	77.3
8. A. Goloffon	A & B.	Seattle	76.5
9. W. S. Alstrand	A.	Milwaukee	76.1
10. B. Reissman	D.	New Angeles	76.0
11. W. C. Gaughan	C.	Philadelphia	75.4
12. W. C. Finter	C.	Des Moines	75.5
13. J. L. Rose	A.	Albany	74.2
14. M. Fellerman	C & D.	New York	73.9
15. A. W. Carrick	B.	Indianapolis	73.2
16. Sidney Schuster	B.	Milwaukee	72.1

The LION HEARTED

Standing Salesman	Block	Branch	Per Cent
37. J. I. Felder	B.	New York	62.8
38. N. Krueger	B.	Buffalo	62.7
39. S. T. Wilson	A.	Atlanta	62.5
40. Jack Erickson	C.	San Francisco	61.6
41. W. G. McDonald	D.	Denver	61.0
42. G. C. Gouraud	A.	Pittsburgh	60.9
43. J. C. Groves	B.	Washington	60.8
44. O. K. Bourgeois	B.	Chicago	60.8
45. Fred Strubank	B.	Detroit	60.5
46. S. A. Stanton	D.	Washington	60.3
47. G. C. Gutek	C.	Washington	60.1
48. G. R. Parker	D.	Philadelphia	60.0
49. Jack Rue	B.	San Francisco	60.0
50. D. Heenan	B.	Philadelphia	59.8
51. H. F. Cohen	C.	New Orleans	59.8
52. J. C. Wilson	B.	Washington	59.6
53. G. C. Wilson	B.	Minneapolis	59.4
54. H. J. Devlin	B.	Minneapolis	59.4
55. C. A. Molte	C.	Cincinnati	59.0

The HALF-WAYS

Standing Salesman	Block	Branch	Per Cent
56. L. A. LaPlante	C.	St. Louis	58.6
57. R. E. Peiffer	B.	New Orleans	58.6
58. R. E. Thompson	D.	Kansas City	58.6
59. S. Winters	C.	St. Louis	58.5
60. W. C. Winters	C.	Minneapolis	58.1
61. S. Lefko	D.	Philadelphia	58.0
62. J. Greig	B.	Memphis	57.9
63. G. C. Ames	A.	New Haven	57.6
64. N. Furman	A.	New Haven	57.6
65. B. A. Wallace	C.	Atlanta	57.6
66. J. Noehrn	B.	St. Louis	57.5
67. J. F. Woodward	B.	Chicago	57.5
68. A. Chapman	A.	Detroit	57.5
69. R. E. Bishop	A.	St. Louis	57.1

UNSTEADY

Standing Salesman	Block	Branch	Per Cent
70. W. H. Windsor	D.	Cleveland	50.1
71. G. Krasin	A.	Chicago	50.0
72. W. B. Renfroe	A.	Dallas	49.5
73. M. J. Glick	B.	Cleveland	47.7
74. R. W. McEwan	C.	Omaha	47.5
75. C. E. Graham	D.	Atlanta	47.3
76. O. B. Denehy	B.	Philadelphia	47.2
77. R. S. Mitchell	B.	Charlotte	46.1
78. J. J. Dacey	A.	New York	43.9

The PUSSYFOOTS

Standing Salesman	Block	Branch	Per Cent
79. T. E. Delaney	C.	Chicago	50.1

The WEARY WILLIE

Standing Salesman	Block	Branch	Per Cent
80. T. E. Delaney	C.	Chicago	50.1

Standing Branch	Division	Manager	Per Cent
1. Eastern	E. L. McEvoy	43.6	
2. Western	J. H. MacIntyre	42.7	
3. Midwestern	H. S. Lorch	39.4	
4. Central	H. D. Graham	38.7	
5. Southern	W. E. Callaway	38.2	
6. Western	J. H. MacIntyre	42.7	
7. Midwestern	H. S. Lorch	39.4	
8. Central	H. D. Graham	38.7	
9. Eastern	E. L. McEvoy	43.6	
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11. Midwestern	H. S. Lorch	39.4	
12. Central	H. D. Graham	38.7	
13. Southern	W. E. Callaway	38.2	
14. Western	J. H. MacIntyre	42.7	
15. Midwestern	H. S. Lorch	39.4	
16. Central	H. D. Graham	38.7	
17. Eastern	E. L. McEvoy	43.6	
18. J. W. Davis	C.	Oklahoma City	69.8
19. F. Blake	B.	Portland	69.5
20. Fred Bonnen	D.	Detroit	69.2
21. C. F. Kenneth	N.	New Francisco	67.7
22. H. S. Duley	D.	Minneapolis	66.7
23. C. E. Runke	C.	Detroit	66.5
24. M. Westbech	E.	New York	66.4
25. C. A. Anderson	F.	Baltimore	65.1
26. J. Jennings	G.	Boston	65.1
27. Jack Brainerd	A.	Oklahoma City	64.2
28. J. Dickson	B.	Salt Lake City	64.1
29. Paul Fielding	B.	Oklahoma City	64.0
30. H. R. Callaway, Jr.	A.	Cincinnati	63.9
31. F. Bateman	C.	Los Angeles	63.2

"GRAND PARADE" BIG IN LONDON

"King of Kings" Is Ready to Clean Up in Mexico

"The Grand Parade," trade shown in London three weeks ago, has come in for a large amount of praise in the reviews of the British trade papers, and it is expected that the public will eat it up when it is released shortly, what with the tremendous appeal of the picture and the intense advertising by the publicity campaign designed to put it over.

Tie-ups have been arranged with the music publishers; the Columbia Gramophone Company; the Broadcasting Company and the principal dance bands to popularize the song hits simultaneously with the West End presentation of the picture (equivalent to a Broadway run) which will be held at an early date.

FOLLOWING THE TRADE'S DAILY FILM RENTER said: "With the Tuliptrees as Molly gives a performance which places her high up among the stars. . . . Altogether a deeply appealing picture, and one which no showman who knows his box-office can afford to ignore."

FROM TODAY'S CINEMA: "Appealing story . . . sustained emotional situations. Powerful climax. . . . Delightful singing of well-timed ballads. . . . Big box-office attraction for the popular showman."

From another part of the world where Pathé pictures are packing them in comes an interesting item concerning "The King of Kings." This mighty epic will be shown in all the principal theatres of Mexico during Holy Week, and no less than four hours of stirring sound and silence will be used during the season. The Regis Theatre, where this biblical production was first shown in Mexico City two years ago at three pesos top, establishing a record not likely to be broken, will now play "The King of Kings" for ten days at One Peso; and the remaining houses of the same circuit will also show the picture for seven days each at high prices.

—CHARLES GARRETT.

Song Sketch Woven Around a Rice Poem

"Deep South" and "The Voice of the Sea" (formerly known as "Coming") are the last two Song Sketches to be produced by the Van Beuren Corporation.

"Deep South" is a story of the southland written around an original poem by Grantland Rice which has been set to music by the well known musical director Frank Luther. The pictorial settings are laid in St. Augustine, Florida, and an enjoyment song sketch which has been created with not only the help of Mr. Rice's poem but with the well loved songs "Carry Me Back To Old Virginia" and Stephen Foster's immortal numbers "My Old Kentucky Home" and "Way Down Upon the Swanne River."

James Stanley, baritone, and Lois Bennett, contralto, are featured.

Here is Grantland Rice's Poem:

"DEEP SOUTH"
Land where the roses climb the wall,
The sky is afame,
Land of my dreams where south winds call
And whisper your dear name,
When lonely hours come along,
All I can send is a song.

Deep South I hear the roses calling,
Deep South the mossed oaks sway and stir,
Down where a faint twilight calls
South winds take a song to her
Blue skies and star dust scattered only
Through dreams where silver moonlight gleams.

Deep South just tell her that I'm lonely,
For her and you, Deep South.

"Voice of the Sea" was produced at Anastasia, Ireland, and Jacksonville, Florida, under the direction of Oscar Lund. In this Song Sketch, James Stanley, baritone, and Margaret Olson, contralto, play important parts and render the musical numbers.

The settings are in and around a cottage by the sea, a lonely lighthouse and a sturdy four masted sailing vessel. The world beloved songs "When The Bells Of The Lighthouse Ring Ding Dong" and "Duna" are the outstanding musical numbers.

Mary Lewis Arrives

Mary Lewis, noted operatic soprano, arrived in New York from the West Coast, Friday, March 29th, on the advanced Cont.



weeks during which she will fulfill her operatic engagements. At the close of the contract Miss Lewis will return to Pathé's Culver City Studios to appear in a talking and singing picture based on her own life. E. B. Derr, executive vice-president in charge of production for Pathé, reports that the scenario for her first picture is virtually completed. It is being prepared by Lynn Riggs, noted young playwright who recently signed with Pathé.

Paul Stein Here



Paul Stein, famous Pathé director who easily rates a place among the ten best in the industry, visited at the Home Office Wednesday. Mr. Stein is on a short vacation that will include a visit to his native city of Berlin and other European capitals. He will return in a few weeks for a busy season at Culver City under the Pathé banner. During the fall in Pathé production Mr. Stein was loaned to United Artists and directed "Bride 66," with an all-star cast, and "One Romantic Night," with Lillian Gish.

A Good Slogan

Down in Philadelphia, Pathé has a sales slogan known as "The Flying Gingeburg." Gingeburg (Eugene) lets no grass grow under his feet and often he is so busy that he forgets to shave the stubble on that iron-willed chin.

The Philadelphia Flyer is highly appreciative of the thirty bucks pulled down in the Strate. He writes to Phil Reisman:

"I want to thank you very much for your check for \$30.00, prize money in the Strate."

"It feels good to receive, but there is a better feeling in giving, and I want to assure you that I will continue to give my best efforts to the organization."

"My slogan is—

"AS LONG AS PRIZES ARE GIVEN, I SHALL CONTINUE TO WIN THEM!"

ASSEMBLE CAST FOR "HOLIDAY" ANN HARDING'S NEXT FEATURE

CULVER CITY, CALIF., March 29.—Preparing for the return of Ann Harding from First National Studios, where she is portraying the title role in "The Girl of the Golden West," Pathé executives are assembling the cast for "Holiday," Miss Harding's next starring vehicle for this company. This sensational Broadway stage success by Philip Barry will go into screen production immediately the star returns to the Culver City Studio which, according to present plans, will be next week.

Mary Astor is the latest big name added to the cast of "Holiday." Miss Astor will play the second important feminine role. Monroe Owsley, who appeared in the original stage production of the play, has been brought to Los Angeles especially to play his role in the screen version. The third actor signed is William Holden, for many years one of the most capable and best known actors on the American stage. Negotiations are now under way for one of the most prominent leading men in pictures to play opposite Miss Harding.

"Holiday" will be in excellent directorial hands. Edward H. Griffith, who directed Miss Harding in "Paris Bound" and Constance Bennett in "Rich People," has the assignment. Horace Jackson is doing the adaptation and screen dialogue.



Alfred Green to Direct for Pathé

Another important announcement made this week by E. B. Derr, executive vice president in charge of production, is that Alfred E. Green, better known as just Al Green, one of the greatest directors in motion pictures, has been signed to make a picture for Pathé. What the story will be has not been made known.

Green has some of the biggest box-office successes in screen history to his credit. Recently he has been under contract to Warner Brothers, where he directed George Arliss in "Disraeli" and "The Green Goddess." He is now completing "Sweet Kitty Bellairs" for that company. Among Green's previous successes were "Is Zat So" and "Sally, Irene and Mary." There is a list of other hits accredited to him as long as your arm.

Daphne Pollard Comedy Completed

Bill Woolfenden and his comedy makers are still going full speed ahead. "America or Bust" is the latest two reel completed. It was delivered yesterday, with Daphne Pollard as the star, directed by Frank Davis.

"America or Bust" is a screen version of Miss Pollard's vaudeville starring skit, written by Paul Gerard Smith under the title "Everybody Welcome."

And, speaking of casts, how is this one for a two-reeler:

Tempe Pigott, who scored a personal triumph in "Seven Days Leave," with Gary Cooper and Beryl Mercer; Lee Schumway, one of the best known heavies in the business; Jimmy Aubrey, one of the most prominent names in screen comedy circles; Bobby Dunn, who was in "Officer O'Brien," Buster Slavin and Norma Leslie.

Pathé is not only clicking in comedy production, but the rooster is producing comedies that will click at the box-office.

DONN MC ELWAINE.

English Educators To See Our Films

One of the objectives of the Educational Department is the furthering of international good will and understanding in which motion pictures are a powerful agency.

At the biennial convention of the International Federation of Education Associations in Geneva in July a report of Current Events by Pathé News was shown under the auspices of the Red Cross and received much favorable comment.

A number of prints of educational subjects have recently been sent to London in response to the demand of English educators for films to be shown in schools.

The National Museum of Canada has just contracted for prints of our Physical Geography Series, edited at Harvard. These subjects form the nucleus of a library of educational subjects which will be distributed by the Museum to educational institutions all over Canada.

The Sports Page For Sportlights

Do you know the sports editor of your local newspaper? If not, get acquainted and show them how the Sports Editor of the Denver Post mentions "Splashing Trough" on the Sports page. Here is a re-print:

SWIM PICTURE AT THE ALADDIN

A Grantland Rice Sportlight is being shown at the Aladdin Theatre this week. It is called "Splashing Thru." This talkie picture shows swimming at the different pools in Florida. Martha Norelius, former Olympic star and now a professional swimmer, gives a demonstration of the different strokes. The picture also shows different animals swimming, with underwater shots.

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A CLICKER



Young Rutgers Neilson, whose Dad is the big carry-em-home-at-night man of the Tenth, visits H. O., and tickles keys to the tune of a new ribbon. He put up a terrific battle for the Swing High aerofoil until the Old Man promised to take him to the circus.

George Ronan counts the days until June 1st and the old surplus as he swings high around the furniture emporiums looking for bargains. "First payment is the hardest," says George, as he sinks a put for a hundred.

Sol Lasser takes it (April 1) hook, line, and sinker, and half. So when the goons show up to have him receiving call that he was not well with the balance. When they checked and double checked and Sol looked up at a calendar came the dawn.

We demand a public apology from Mr. Ulrich's sons, who have just completed reading "The Wolf of Purple Canyon," after reading it for a change at 1 from the Pathé Library. As a poor human pre-whoopie and other days stories do not mind a chance to read a real live book, written by a man who is not even Edler. If the Sun refuses to apologize, we will ask Mr. Ulrich to revive The Wolf and his son's pun is carried out as only The Wolf can administer a dawn.

We welcome Bruce Campbell back into our fold again, writes Bertie Sparks. Mr. Bruce is our Assistant Booker and manager of Sales Control. Watch Denver's advance taper with Andy and Bruce on the job.

We are mighty glad that Mr. Price, our Branch Manager, who has been confined to his home during the past month, with much pain in his back on the one again, is well again. We are also happy to say that Mr. Leachan, our Block A Salesman, has returned to the office after several weeks of illness.

LOVELY



After a lengthy persistence, we finally induced Nancy Danzillo, our New Haven Correspondent, to submit her photograph to us. Why Nancy hesitated so long a time is behind us and we are sure most everyone who will see Nancy's picture in the Sun will agree that Nancy is one of Pathé's outstanding pretties. Unless, of course, the fear of these mysterious numbers that have been flung about in the Sun recently . . . or perhaps Bill Cuddy can explain the reason.

TWELFTH KNIGHTS— AND LADIES

"Synk or swim" is Jim Pozzi's new motto for the Sound Cutting Room.

Beverly Jones is no relative of Davy Jones but he has a locker.

Pathé boxes the compass—even on vacation. Ethel Walters will be Bermuda-bound this summer and Helene Thompson will explore Newfoundland.

Bessie Halvorsen does not indulge in Swedish exercises. What's in a name?

Lucille Hall declares that gentlemen do not prefer blondes because they are light-headed.

John Michon announces that people who call Jersey the Mosquito State deserve to get stung. Jack McCarron seconds the motion.

"Scoop" Lumiere has not yet revealed whether he considers college degrees Fahrenheit or Centigrade.

Viola Kelly, Helen Goodbody and Martha Schwartz, the 13th FloraDora trio, are going to add P. S. to their names. They say it stands for Professor of Sound.

Mary White considers the weaker sex those lads who lean against office doors instead of being self-supporting.

Mr. Pathé nominates for the Rogue's gallery: Cameramen with one-track minds—all sound and no picture.

B. K.

The ladies came through, in glorious fashion, in the competition to match this season, defeating a male team from Horn and Hartard and receiving for their efforts a good box of candy.

Who Is It?



"JOE" GRAHAM'S GO GETTERS

Here's the official batting order of "Joe" Graham's Indianapolis Club. All go-getters too. All on the job and all for good old Siwash from beginning to end. Great bunch. Look 'em over:

H. D. Graham	Manager
G. L. Levy	Salesman, Block A
A. W. Critick	Salesman, Block B
Nicholas Humm	Booker
H. A. Calloway	Asst. Booker & Salesman
Florence Rupp	Sales Control
Ruth Dunn	Manager's Steno
Helen Summers	Biller
Dorothy Wright	Cashier
Norma Geraghty	Asst. Cashier

AND IT'S NO JOKE

Bill Callaway, Southern Division Manager, was a good foot taller last summer than he is now. It hadn't dawned on Bill that he was a year older. He opened a telegram and got the news from Mrs. Callaway. We asked Bill how old he was and he said, "one year older and it's no joke."

KATHRYN KEAN KALLS

Kathryn Kean, Sun Correspondent for Pittsburgh when she isn't panning gravel for Ed Ballentine's Gold Rush (Kathryn is also a member of the Pittsburgh Police Department Saturday and was shown around the boudoir by Branch Auditor Ed Holous). Kathryn was once a publicity addict herself, but reformated about a year ago when she joined Pathé. She promised to send the Sun a picture and to make a longer stay at the H. O. on her next visit to New York.

We note with great interest that the noble game of checkers is being perpetuated with great zeal in other exchanges. OUR CHAMPION, J. Russell Hildebrand, Feature Booker, holds the fur-lined cup for supreme mastery in the art of Playin' Checkers; and is therefore issuing challenge to E. SOLOMON SULLIVAN for a contest game, writes P. Abel, Washington. If no suitable meeting place can be agreed upon, Mr. Hildebrand will play by letter—Kindly R.S.V.P. at an early date, Mr. J. R. Hildebrand, Washington, D. C.

We want to congratulate Tommy Baltzell upon his gift of mittens from the Governor of Mass. We also feel that what the Gov. of North Carolina said to the Gov. of South Carolina was more eloquent and tastily.

Deep Sea Artists



Once upon many times there were two artists who gathered their paraphernalia with firm intent of going far into the hinterland to sketch mother nature. These boys had their troubles in getting there, but when they got there in the proper mood, which is two more reasons for there being 32,000 speakeasies in New York. That they seldom reached their objective may be laid to the vagaries of artistic minds. Anyway it has nothing to do with this story.

Les Packard and Al Bogart are already studying the tide and moon preparatory to heading to the twelve-mile limit where few of the finny boys are asleep in the deep. Les and Al swing a mean spoon on land, sea or in the air. If the two don't come in with a load there ain't no justice. Hip, Ahoy!

Loggers' Paradise



Special Representative Sedin plans to take over Niagara Falls for the loggers. Hailing from Omaha, the biggest body of water Sedin had ever seen was Pig Run Creek, a frog pond on the outskirts of the City.

There is some dispute as to whether Sedin has one of the new germ proof cigarette holders or whether it is a pen holder which he forgot to remove before leaving the Buffalo Exchange.

On the right is a refreshment parlor where "soda" jerkers can see an American coming. Right after this photo was taken, Elmer tried Canada's famous sparkling water.

Swings High



Western Division Manager Herb MacIntyre in front of the Denver Exchange, where Berta Sparke, our Correspondent, clicked the lens on the Pathé sales star. Mac has a far-flung territory that reaches from the mountains to the sea but he's right at home in any altitude.

Accessory Ace



At the Atlantic City sales convention last summer, Bob Mohrie carried away the oratorical honors on ways and means of advertising. His speech, "Job evidently deteriorates what he touches for his advertising salesman, Jo Salmeri, swung high for Strafe honors. Through a Frank Merrivell finish, Joe won over Smith, San Francisco, by a propeller blade."

COVER OF INDUSTRY'S GREATEST PRESS BOOK



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